



WTKR-TV  
720 Boush Street  
Norfolk, VA 23510-1583  
(757)446-1000

www.wtkr.com

# CONTRACT

Contract / Revision 574803 /		Alt Order # 07903317
<u>Product</u> Crossroads GPS		
Contract Dates 09/14/12 - 09/23/12	Estimate # 12/11/984	
Advertiser Crossroads GPS	Original Date / Revision 10/02/12 / 10/02/12	
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
IDB# 8433	Advertiser Code 12	Product Code 11
Agency Ref		Advertiser Ref

And:

Crossroads Media, LLC.  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals	
											Spots	Amount
1	3	09/14/12	09/14/12	Newschannel 3 News	6-7am		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/10/12	09/16/12	-----F--					1	\$675.00			
2	3	09/17/12	09/23/12	Newschannel 3 News	6-7am		:30			NM	5	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	11111--					5	\$675.00			
3	3	09/14/12	09/14/12	CBS This Morning	7-9a		:30			NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/10/12	09/16/12	-----F--					1	\$340.00			
4	3	09/17/12	09/23/12	CBS This Morning	7-9a		:30			NM	5	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	11111--					5	\$340.00			
5	3	09/15/12	09/15/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/10/12	09/16/12	-----S-					1	\$250.00			
6	3	09/22/12	09/22/12	Early Show Saturday	9-11am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	-----S-					1	\$250.00			
7	3	09/16/12	09/16/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/10/12	09/16/12	-----S					1	\$1,345.00			
6	3	09/23/12	09/23/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	-----S					1	\$1,345.00			
9	3	09/16/12	09/16/12	Face the Nation	1030-11am		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/10/12	09/16/12	-----S					1	\$1,345.00			
10	3	09/23/12	09/23/12	Face the Nation	1030-11am		:30			NM	1	\$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/17/12	09/23/12	-----S					1	\$1,345.00			
11	3	09/14/12	09/14/12	Price Is Right	11am-12n		:30			NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/10/12	09/16/12	-----F--					1	\$1,010.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 574803 /	Alt Order # 07903317
Contract Dates 09/14/12 - 09/23/12	Product Crossroads GPS
Advertiser Crossroads GPS	Original Date / Revision 10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
12	3	09/17/12	09/23/12	Price Is Right	11am-12n		:30			NM	5 \$5,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	11111--					5	\$1,010.00		
13	3	09/14/12	09/14/12	Newschannel 3 News	12n-1230pm		:30			NM	1 \$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	----F--					1	\$675.00		
14	3	09/17/12	09/23/12	Newschannel 3 News	12n-1230pm		:30			NM	5 \$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	11111--					5	\$675.00		
15	3	09/14/12	09/14/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1 \$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	----F--					1	\$850.00		
16	3	09/17/12	09/23/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5 \$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	11111--					5	\$850.00		
17	3	09/14/12	09/14/12	Newschannel 3 News	5-530pm		:30			NM	1 \$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	----F--					1	\$880.00		
18	3	09/17/12	09/23/12	Newschannel 3 News	5-530pm		:30			NM	5 \$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	11111--					5	\$880.00		
19	3	09/14/12	09/14/12	Newschannel 3 News	530-6pm		:30			NM	1 \$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	----F--					1	\$880.00		
20	3	09/17/12	09/21/12	Newschannel 3 News	530-6pm		:30			NM	5 \$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	MTWTF--					5	\$880.00		
21	3	09/14/12	09/14/12	Newschannel 3 News	6-630pm		:30			NM	1 \$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	----F--					1	\$1,345.00		
22	3	09/17/12	09/21/12	Newschannel 3 News	6-630pm		:30			NM	5 \$6,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	MTWTF--					5	\$1,345.00		
23	3	09/14/12	09/14/12	7-730pm	7-730pm		:30			NM	1 \$1,345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	----F--					1	\$1,345.00		
24	3	09/17/12	09/23/12	7-730pm	7-730pm		:30			NM	5 \$6,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	11111--					5	\$1,345.00		
25	3	09/16/12	09/16/12	Sunday Prime	7-8pm		:30			NM	1 \$6,630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/10/12	09/16/12	-----S					1	\$6,630.00		
E 26	3	09/23/12	09/23/12	Sunday Prime	7-8pm		:30			NM	0 \$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	09/17/12	09/23/12	-----S					1	\$6,630.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>	
1	3	09/17/12-09/23/12	Sunday Prime	7-8pm	-----S		:30		\$6,630.00	NM	
27	3	09/14/12	09/14/12	Late News (M-F)	11-1135p		:30			NM	1 \$1,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		

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Contract / Revision	Alt Order #
574803 /	07903317
Contract Dates	Product
09/14/12 - 09/23/12	Crossroads GPS
Advertiser	Original Date / Revision
Crossroads GPS	10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Dete	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
											Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/10/12		09/10/12	09/16/12	----F--	1								
28	3	09/17/12	09/23/12	Late News (M-F)		11-1135p		:30			NM	5	\$7,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/17/12		09/17/12	09/23/12	11111--	5								
29	3	09/15/12	09/15/12	Late News (Se-Su)		11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/10/12		09/10/12	09/16/12	-----S-	1								
30	3	09/16/12	09/16/12	Late News (Sa-Su)		11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/10/12		09/10/12	09/16/12	-----S	1								
31	3	09/22/12	09/22/12	Late News (Se-Su)		11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/17/12		09/17/12	09/23/12	-----S-	1								
32	3	09/23/12	09/23/12	Late News (Sa-Su)		11-1135p		:30			NM	1	\$1,235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/17/12		09/17/12	09/23/12	-----S	1								
33	3	09/14/12	09/14/12	Late Night with David Letterman	1135pm-1237am			:30			NM	1	\$635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/10/12		09/10/12	09/16/12	----F--	1								
34	3	09/17/12	09/23/12	Late Night with David Letterman	1135pm-1237am			:30			NM	5	\$3,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week: 09/17/12		09/17/12	09/23/12	11111--	5								

Time Period	# of Spots	Gross Amount	Net Amount	Totals	77	\$76,320.00
08/27/12 - 09/23/12	77	\$78,320.00	\$66,572.00			
<b>Totals</b>	<b>77</b>	<b>\$78,320.00</b>	<b>\$66,572.00</b>			

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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